

Feb. 1952
E.P.

296/183

AN ULTRA-MODERN CUSTOM DELIVERY BODY BUILT ON TON TRUCK CHASSIS

Stylishly Designed Body With More Than the Usual Eye Appeal and Advertising Value

By JAS. H. JOHNSTON

THE stylish delivery body shown in the sketch below is what we might call a paneled delivery town car. It is drawn on a 60 inch cab-to-axle dimension one ton truck chassis. The same body can be built for the half or three-quarter ton chassis models by shortening the body length behind the driver seat position.

A body of this type can be used for many purposes for which standard paneled factory models are used. It is obviously an expensive type of body to construct. It does, however, have much more than the usual distinctiveness and eye appeal, plus extremely good advertising value, so that properly used for certain delivery purposes, it would soon justify the construction costs.

The approximate interior load space is 90 inches long, 60 inches in width at the floor line, and 52 inches high. Those dimensions can be altered if desired to satisfy the buyer's requirements.

The chassis, front and rear fenders, hood and radiator grille parts, and the standard factory paneled delivery body front consisting of the cowl, windshield-

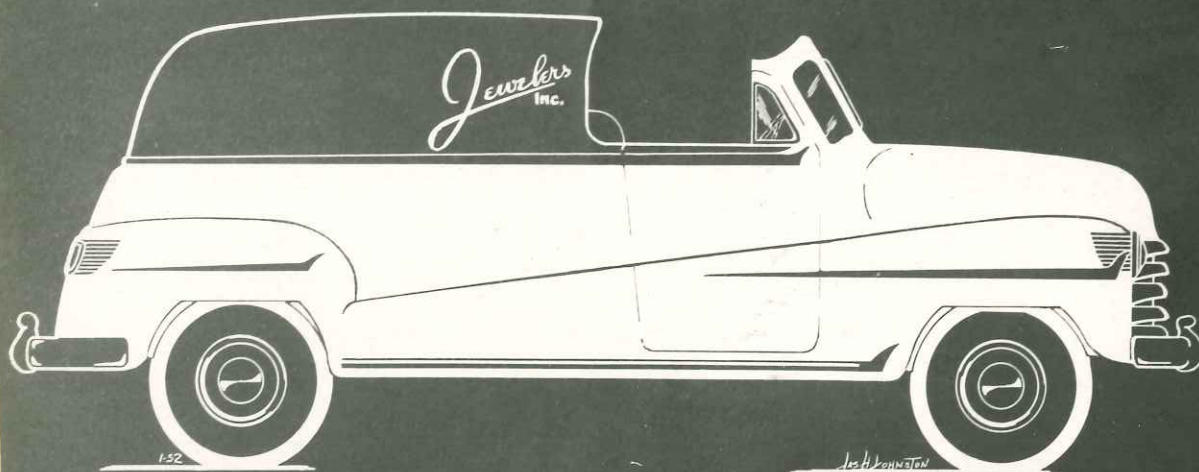
posts, windshield frame and glass assembly can all be secured with the chassis and used in the construction of this body.

You will note that the front fenders extend back across the sides of the body to the rear fenders. Keep the standard fender parts ahead of the front axle, and build on behind and across the body. The standard rear fender parts are worked over only at the front, where contacted by the rear ends of the front fenders.

Chrome mouldings and plates, the latter around the head and tail light parts, have been added to flash the lower sides of the job. If possible, to give further distinction to the body, the belt mouldings should also be of chrome.

The body shop will likely have to build the header over the windshield frame on the factory used front. The side doors have glass in chrome ventilator frames, directly behind the front corner posts. The front seat and back cushions, and the door linings, can be covered with bright colored leather or imitation leather for added beauty and appearance. A de-

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avoid most complaints regarding costs and will make it clear to the customer why the cost had to be increased.

No customer can be blamed for wanting to know as closely as possible what a given job will cost. Neither can a shop be blamed for not being able to give an exact estimate if one cannot be given without tearing down the car and examining the parts. This may well be made plain to the customer. As a matter of fact it could be printed on the estimate forms.

ULTRA-MODERN DELIVERY BODY

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tachable fabric roof panel and side curtains, also of a bright colored material, should also be supplied for driver protection in winter or bad weather.

In the rear of the body you can have one or two doors as desired. The sides and the front behind the driver's seat are to be solid panels. The exterior panels can be of either steel or aluminum, and the structure of either steel or wood. The interior of the body can also be lined with steel, plywood, composition, or any combination desired.

For the finish of a body of this type one or two colors can be tastefully used. The sketch shows the use of two colors, and I believe this will be more effective from an advertising viewpoint. Lettering should not be too ornate or extensive for best effect. I suggest the use of as short a name as possible for identification, and that it be lettered to the side rather than in the center of the panel, something like indicated in the sketch.

DATA ON '51 REGISTRATIONS

A recent press release from R. L. Polk & Company, Detroit, statisticians for the automotive industry, advises that final figures on passenger car and truck registrations for 1951 show that 5,060,903 new passenger cars and 1,003,850 new trucks were licensed last year, for a grand total of 6,064,753 motor vehicles.

In the passenger car field, the total of 5,060,903 new cars registered, compares with 6,326,438 cars in 1950, and with 4,838,342 cars in 1949.

December new truck sales, as reflected by registrations, were barely sufficient to send the total for new trucks registered last year just past the million mark. This compares with 1,142,307 new trucks licensed in 1950, and 1,035,174 new trucks registered in 1948.

By quarters, the automotive industry registered 1,416,162 new cars in the first quarter of 1951; 1,392,424 in the second quarter; 1,236,972 in the third quarter and 1,015,345 in the last quarter. In the truck field the greatest number of trucks registered were in the 5,000 lb. or less gross weight classification.

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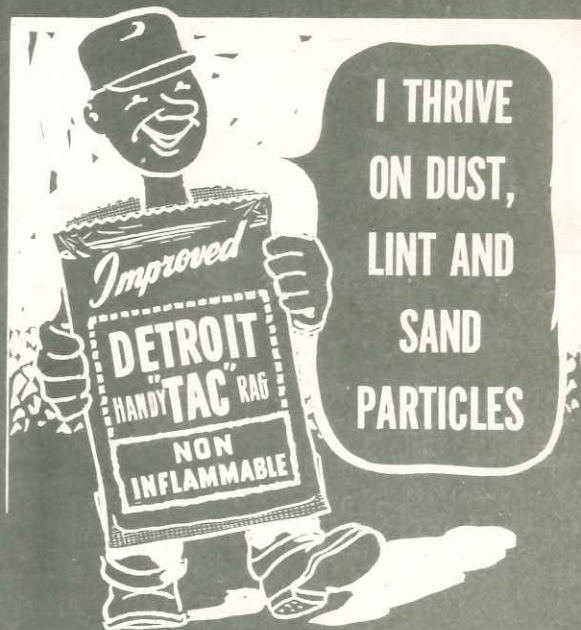


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